

REMARKS

Upon entry of this Amendment, claims 1-25 are pending in the Application. Claims 20-25 are added by this Amendment. The Applicants wish to thank the Examiner for the allowance of claims 18 and 19, and for the indication of allowable subject matter in claim 3.

102 Rejections

The Examiner has rejected claims 1, 2, and 4-9 under 35 U.S.C. 102(b) as being anticipated by Schirer (U.S. 5,960,848). The Applicants have amended independent claim 1 to recite, among other things, a portable display device having first and second panels that are movable between a manufactured position in which the first and second panels are substantially coplanar, and an operative position in which the first and second panels are angled with respect to each other. The portable display device further recites a marquee surface integral with the first and second panels such that the marquee surface is substantially coplanar with the first and second panels in the manufactured position, and wherein at least a portion of the marquee surface is positioned below the top of the display device.

Schirer teaches a display device 10 having a first panel 14 and a second panel 16. The display device also includes a marquee formed of multiple panels 50, 52 that is movable between a first position in which the marquee surface is coplanar with the first and second panels, and a second position in which the panels of the marquee are folded down over themselves (such that the panel 52 forms the marquee surface in the operative position) and is inserted into slots 5A, 5B in the tops of the first and second side panels. As illustrated in Fig. 1, when the marquee surface is coplanar with the first and second panels (i.e., in the manufactured position), the entirety of the marquee (including panel 52) extends above the top surface of the display device. Thus, Schirer does not teach or suggest each and every element of claim 1 as amended, as amended claim 1 recites a marquee surface wherein at least a portion of the marquee surface is positioned below the top of the display device.

Thus, the Applicants respectfully submit that claim 1 is allowable over the cited reference. Claims 2-10 depend from claim 1 and are thus allowable for the same reasons as discussed with respect to claim 1, as well as for other reasons not discussed herein.

103 Rejections

The Examiner has rejected claims 10-17 under 35 U.S.C. 103(a) as being unpatentable over Schirer in view of Howard (U.S. 1,853,615). The Applicants have amended independent

claim 11 to recite, among other things, a portable display device having first, second, and third panels, the first and second panels movable between a manufactured position in which the first and second panels are substantially coplanar with the third panel, and an operative position in which the first and second panels are angled with respect to the third panel. The portable display device further includes a footer integral with and movably coupled to the third panel such that the footer is oblique to the third panel when the first and second panels are in the operative position.

The Examiner states that Schirer discloses the invention substantially as claimed, but does not disclose a footer integral with and movably coupled to the third panel. According to the Examiner, Howard teaches that it is known to provide footers that are integral with and movably coupled to the panels of a folding display. The Applicants have amended claim 11 to clarify that the footer of the portable display device as claimed is oblique to the third panel with the first and second panels are in the operative position (i.e., angled with respect to one another). The footers of Howard are not oblique with respect to any of the panels of the display device when in the operative position (see Fig. 3), but rather are perpendicular to the panels. Thus, the combination of Schirer and Howard does not teach or suggest each and every element of amended independent claim 11.

Thus, the Applicants respectfully submit that independent claim 11 is allowable over the prior art. Claims 12-17 depend from claim 11 and thus are allowable for the same reasons as discussed with respect to claim 11, as well as for other reasons not discussed herein.

New Claims

The Applicants have added new claims 20-25 by this Amendment to define further patentable subject matter. No new matter is added by these claims. New independent claim 20 recites a portable display device comprising a first panel having a front surface facing in a direction and a rear surface, and a second panel movably coupled to the first panel and having a front surface and a rear surface. The first and second panels are movable between a manufactured position in which the first and second panels are substantially coplanar, and an operative position in which the first and second panels are angled with respect to one another. The portable display device further comprises a marquee surface integral with the first and second panels and having a front surface that faces in substantially the same direction as the front surface of the first panel in both the manufactured and operative positions.

Having a marquee surface as defined in claim 20 results in a display device that is easy to manufacture, and easy for the end user to set up as the marquee surface is easily extended into

the operative position by popping the marquee surface out of the plane of the first and second panels, as illustrated in Fig. 3. No complex manipulation of the marquee surface is required.

As discussed above with respect to claim 1, Schirer teaches a display device having a marquee formed of multiple panels that are folded down over one another when moving from the manufactured to the operative positions. Thus, in the manufactured position illustrated in Fig. 1 of Schirer, the front surface of the panel 52 is facing outwardly in the same direction as the front surface of the panel 12, and in the operative position illustrated in Fig. 2 of Schirer, the rear surface of the panel 52 is facing outwardly in the same direction as the front surface of the panel 12. Thus, Schirer does not teach or suggest a display device with a marquee surface having a front surface that faces in substantially the same direction as the front surface of the first panel in both the manufactured and operative positions as the folding of the Schirer marquee results in the front surface facing outwardly in one position, and the rear surface facing outwardly in the other position.

For these reasons, and for other reasons not discussed herein, the Applicants respectfully submit that new claim 20 is allowable over the cited references. Claims 21-25 depend from claim 20 and are thus allowable for the same reasons as discussed above with respect to claim 20, as well as for other reasons not discussed herein.

For all of these reasons, entry of this Amendment and allowance of claims 1-25 are respectfully requested.

The undersigned is available for a telephone conference at any time.

Respectfully submitted,



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